ATARI 5200

POP AND ADVERTISING SUPPORT

ATARI® 5200™

ATARI® 5200™

A specially designed group of display materials reflecting the special qualities of the ATARI 5200 will be available for your merchandising needs. Ask your ATARI Sales Representative for details.

ADVERTISING
Atari will spend approximately $3 million in 4th Quarter advertising support for the introduction of the new 5200 game system.

CO-OP ADVERTISING
Check with your product merchandiser about the co-op ad slicks available from Atari. Dealer versions of all 30-second TV spots in 25 and 5-second versions are available also. Contact retail promotions in Sunnyvale for your copies.

PRINT
In November and December, Atari will run a splashy two-page, four-color ad introducing the 5200 game in top publications like Newsweek and Time.

TELEVISION
During November and December, Atari will air 30-second and 60-second spots on network TV. In mid-October, the 5200 game system will be featured in Atari commercials aired during the World Series telecast.

FLOOR DEMONSTRATOR
Create an ATARI "arcade" in your store and let the ATARI 5200 game cartridges sell themselves. This free-standing floor unit features, • A built-in television monitor • A shelf that secures the game console and controllers.

COUNTER DEMONSTRATOR
This high tech 5200 hardware and software merchandiser features. • Top platform securing 13-inch television • Bottom platform with built-in frame for the 5200 game console, and two controller cradles • Back card features promotion copy and simple playing instructions.
Dimensions: 24½ inches deep, 21 inches wide, 10 inches high.

CATALOG
An introduction to the features and benefits of the ATARI 5200 and a listing of the game cartridges currently–and soon to be–available.

TENT CARD
This double-sided counter display will feature color photographs detailing the features of the 5200 game system.
Dimensions: 9⅜ inches wide, 14 inches high, free-standing.

POSTER
The high tech look of this silver tone poster matches the spirit of the 5200 game, and highlights the special features of the system.
Dimensions: 20 inches wide, 30 inches high.

A Warner Communications Company

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ATARI 5200

PRICE LISTS/TERMS

REGULAR TERMS
All ATARI® 5200 shipments are net 30 days from date of invoice. No warehouse allowances are available on ATARI 5200 shipments.

SHIPPING TERMS
All products are FOB ATARI Distribution Center: Sunnyvale, California. The terms are freight collect from Sunnyvale.

ORDER PROCEDURES
Three (3) ATARI 5200 base units or three (3) game cartridges. Incremental units must be ordered in case lot quantities, of three (3) units for both base and cartridges.

PRICE LIST
Prices are subject to change without notice. Products are not price protected. Products are invoiced at prices in effect at time of delivery. ATARI reserves the right, in its sole discretion to accept or reject any or all orders—in part or in whole—not shipped as of December 31, 1982.

PRICE LISTS

CODE #	ITEM	RETAILER COST	SUGGESTED RETAIL
CX5200	ATARI 5200™	$185.00	$269.95
GROUP I CARTRIDGES			
CX5202	MISSILE COMMAND™	21.00	31.95
CX5203	SUPER BREAKOUT™	21.00	31.95
CX5204	SPACE INVADERS[1]	21.00	31.95
CX5207	FOOTBALL (est. avail. 12/82)	21.00	31.95
CX5209	BASEBALL (est. avail. 4/83)	21.00	31.95
CX5210	COUNTERMEASURE™ (est. avail. 1/83)	21.00	31.95
CX5212	QIX[1] (avail. 1st quarter 83)	21.00	31.95
CX5213	SOCCER (est. avail. 11/82)	21.00	31.95
GROUP II CARTRIDGES			
CX5205	STAR RAIDERS™	24.00	39.95
CX5206	GALAXIAN[2]	24.00	39.95
CX5208	PAC-MAN[2] (est. avail. 11/82)	24.00	39.95
CX5215	CENTIPEDE™ (est. avail. 1/83)	24.00	39.95
CX5218	DEFENDER[3] (est. avail. 11/82)	24.00	39.95
ACCESSORIES			
CX52	Controller	19.50	29.95
CX521	Power Adapter	8.00	12.95
CX522	Switch Box	8.00	12.95

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2 Trademark of Bally-Midway Mfg. Co. licensed by Namco-America, Inc.

3 Trademark of Williams Electronics, Inc.

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5200 SHIPPING SPECIFICATIONS

ATARI® 5200 BASE UNIT

Shelf Pack	25⅝" x 16⅝" x 6 3/16" 2635.97 cubic inches
Case Pack	26" x 17⅜" x 18⅞" 8526.78 cubic inches
Case Lot	3 units
Case Weight	42 pounds

ATARI 5200 CARTRIDGES

Shelf Pack	5½" x 15/16" x 7½" 38.78 cubic inches
Case Pack	5 13/16" x 3 5/16" x 7 13/16" 150.42 cubic inches
Case Lot	3 units
Case Weight	1.75 pounds

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